



## Innovation & Growth on Digital Platforms

- Americans watched more than **150 million** videos across all of PBS' web and mobile platforms in September 2012; **more than half** (61%) of these streams were delivered on a mobile platform. (Google Analytics, 9/2012)
- Combined, PBS had **26.9 million** unique visitors to its sites in September. (Google Analytics, 9/2012)
- The majority of PBS.org's online viewers are between the ages of 18 to 49 (62%), and spend an average of **21 minutes** per video, far above the industry average of six minutes. (comScore Video Metrix, 9/2012)
- In September, **40%** of all video minutes consumed on kids' sites were on PBSKIDS.org. (comScore Video Metrix, 9/2012)
- In September, PBSKIDS.org was the **No. 1** kids site for total videos viewed for the ninth consecutive month. (comScore Video Metrix, 9/2012)
- In total, PBS' general audience and kids apps for iPad and iPhone have been downloaded **5.1 million** times. (AppFigures)
- More than **90 million** videos were streamed on the PBS KIDS Video for iPhone/iPad app in September. (Google Analytics, 9/2012)
- PBS has more than **1.2 million fans** on Facebook and nearly **1.4 million followers** on Twitter. (10/2012)

Front: The PBS logo is a registered mark of PBS and is used with permission. (top): NATURE "Siberian Tiger Quest," courtesy of Joe Loncraine/©Mike Birkhead Associates; SUPER WHY! courtesy of Out of the Blue Enterprises LLC. All Rights Reserved. (bottom): "Downton Abbey Season 2," photo courtesy of Masterpiece Classic; David Pogue, NOVA scienceNOW "What Makes Us Human?," courtesy of Katie Bauer. Back (top): CALL THE MIDWIFE, courtesy of Laurence Cendrowicz/© Neal Street Productions 2011; Girl at the New Light Crèche, HALF THE SKY: TURNING OPPRESSION INTO OPPORTUNITY FOR WOMEN WORLDWIDE, courtesy of Josh Bennett; Ray Suarez and Gwen Ifill of PBS NewsHour, photos courtesy of Robert Severi. (bottom): Children using computer: photo courtesy of Peter Krogh; DANIEL TIGER'S NEIGHBORHOOD, courtesy of Daniel Tiger's Neighborhood © 2011 The Fred Rogers Company.

## Helping to Close the Achievement Gap

- PBS is the **No. 1** source of media content for preschool teachers. (Grunwald Study, 2009 Media and Technology Use and Trends Among K-12 & Pre-K Teachers)
- In 2011, PBS, together with WGBH and local member stations, launched **PBS LearningMedia**, which features a robust library with **tens of thousands of digital assets**, including lesson plans and discussion questions for educators that align with Common Core State Standards.
  - This **free media-on-demand service** features content from NASA, National Archives and PBS programs all in one place.
  - PBS LearningMedia reaches **500,000 teachers** annually.
- PBS offers **more than 50** interactive whiteboard games for educators to use in the classroom.
- PBS Parents (pbsparents.org) provides the **tools and resources** for parents to be their children's best first teacher.







# Today's PBS

## America's Largest Classroom

## The Nation's Largest Stage

## A Trusted Window To The World

October 2012

Every day, PBS and more than 350 member stations fulfill our essential mission to the American public, providing trusted programming that is uniquely different from commercial broadcasting, treating audiences as citizens, not simply consumers. In fact, PBS has been rated as the most trustworthy institution among nationally known organizations for nine consecutive years.

### Primetime Audience Growth & Children's Content

- Over the course of a year, **89%** of all U.S. television households - and **220 million** people - watch PBS. (Nielsen NPower, 9/19/2011-9/23/2012)
- In a typical month, nearly **123 million** people watch their local PBS stations. (Nielsen NPower, 10/2011)
- PBS averaged a **1.34 primetime rating** during the 2011-2012 season, an **increase of 1%** over the previous season. (Nielsen NPower, 9/20/2010-9/18/2011 vs. 9/19/2011-9/23/2012)
- PBS' primetime audience is **significantly larger** than many commercial channels, including Bravo (PBS' audience is 92% larger), TLC (86%), Discovery Channel (69%), HGTV (63%), HBO (61%) and A&E (29%). In addition, PBS' primetime rating for news and public affairs programming is 88% higher than that of CNN. (Nielsen NPower, 9/19/2011-9/23/2012)
- **82% of all kids** age two to eight watched PBS during the 2011-2012 season. (Nielsen NPower, 9/19/2011-9/23/2012)
- PBS had **five of the top six programs** among mothers of young children in September 2012, and the **top six programs** for kids age two to five. (Nielsen NPower, 9/2012)
- The demographic breakdown of PBS' full-day audience reflects the overall U.S. population with respect to race/ethnicity, education and income. (Nielsen NPower, 9/19/2011-9/23/2012)

- More than **17 million** viewers tuned in over the course of the second season of "Downton Abbey," making it the most-watched MASTERPIECE series on record. (Nielsen NPower)
- In October 2011, PBS premiered PROHIBITION, a documentary from Ken Burns. The program was an unqualified success. In all, nearly **22 million** people viewed the three-episode run, which included many viewers new to PBS. (Nielsen NPower)
- Last year, NOVA moved to Wednesday night, creating "the smartest night on television." This has led to a **47%** increase in NOVA's audience. (Nielsen NPower, program ratings report, Jan.-Aug. 2010 and 2011)
  - NOVA is the **most watched** science program on television and the **most trusted** source of science information on TV. (Nielsen NPower, Reach & Frequency Report, Live+7, Weekly average of Persons 2+ 000s, 75% unification, 6 minute qualifier, 9/19/11-9/9/12, M-S 8-11 pm for PBS, Discovery, Nat Geo and Science Channel series; Harris Interactive custom study, 2009)
  - NATURE lets more than **four million** Americans experience the wonders of the natural world each week. (WNET/NATURE)
- PBS and member stations are helping to keep the arts alive today and for generations to come. In 2011, PBS offered more than **500 hours** of arts and cultural programming, seen by **121 million** people. (Nielsen NPower, 1/1/2011-12/31/2011)



Be more.



PBS.